

**Amendments to the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in the application:

**Listing of the claims:**

1.-48. (cancelled)

49. (New) A method of analyzing responses to at least one stimulus stream, the method comprising:

- showing the at least one stimulus stream to one or more respondents;
- partitioning the at least one stimulus stream into a series of time slices;
- associating stimuli in the at least one stimulus stream with the time slice in which each stimulus occurs;
- associating responses of the one or more respondents to the at least one stimulus stream with the time slices in which each response is made; and
- storing an associative mapping for the at least one stimulus stream that correlates each of the time slices with the stimuli and the responses.

50. (New) The method of claim 49 wherein the at least one stimulus stream comprises a video stream and wherein stimuli comprise objects that appear in one or more of the time slices and wherein associating stimuli comprises determining whether one of the objects is present in a time slice of the video stream.

51. (New) The method of claim 50 wherein one of the objects comprises a person.

52. (New) The method of claim 50 wherein the at least one stimulus stream further comprises an audio stream.

53. (New) The method of claim 52 further comprising analyzing the audio stream to produce text strings.

54. (New) The method of claim 53 wherein associating stimuli further comprises determining whether one of the text strings is present in a time slice of the audio stream.
55. (New) The method of claim 52 wherein the associative mapping comprises a multi-channel associative mapping.
56. (New) The method of claim 49 further comprising logging locations of stored frames of the at least one stimulus stream and associating the stored frames with the time slices so that the associative mapping correlates stimuli, responses and stored frames.
57. (New) The method of claim 49 wherein associating stimuli comprises indicating whether or not a stimulus is present in each of the time slices.
58. (New) The method of claim 49 further comprising accessing the associative mapping by one or more of the responses.
59. (New) The method of claim 49 further comprising measuring an environmental condition and associating the measurements with the time slices.
60. (New) A computer readable medium encoded with a computer program for analyzing responses to at least one stimulus stream partitioned into a series of time slices, the computer program code comprising:
- program code for associating stimuli in the at least one stimulus stream with the time slice in which each stimulus occurs;
  - program code for associating responses to the at least one stimulus stream with the time slices in which each response is made; and
  - program code for storing an associative mapping for the at least one stimulus stream that correlates each of the time slices with the stimuli and the responses.

61. (New) The computer readable medium of claim 60 wherein the at least one stimulus stream comprises a video stream and wherein stimuli comprise objects that appear in one or more of the time slices and wherein the program code for associating stimuli comprises program code for determining whether one of the objects is present in a time slice of the video stream.
62. (New) The computer readable medium of claim 61 wherein the at least one stimulus stream further comprises an audio stream.
63. (New) The computer readable medium of claim 62 further comprising program code for analyzing the audio stream to produce text strings.
64. (New) The computer readable medium of claim 63 wherein the program code for associating stimuli further comprises program code for determining whether one of the text strings is present in a time slice of the audio stream.
65. (New) The computer readable medium of claim 62 wherein the associative mapping comprises a multi-channel associative mapping.
66. (New) The computer readable medium of claim 60 further comprising program code for logging locations of stored frames of the at least one stimulus stream and associating the stored frames with the time slices so that the associative mapping correlates stimuli, responses and stored frames.
67. (New) The computer readable medium of claim 60 wherein the program code for associating stimuli comprises program code for storing indications of whether or not a stimulus is present in each of the time slices.
68. (New) The computer readable medium of claim 60 further comprising program code for accessing the associative mapping by one or more of the responses.

69. (New) The computer readable medium of claim 60 further comprising program code for associating measurements of environmental conditions with the time slices.

70. (New) An apparatus for analyzing responses to at least one stimulus stream comprising:

an input for receiving responses from one or more respondents to the at least one stimulus stream;

a correlator for correlating the responses and a plurality of stimuli in the at least one stimulus stream with time slices of the stimulus stream to generate an associative mapping of the responses and the stimuli with the time slices of the stimulus stream; and

a storage module operatively coupled with the correlator, the storage module storing the associative mapping.

71. (New) The apparatus of claim 70 wherein the at least one stimulus stream further comprises an audio stream.

72. (New) The apparatus of claim 71 further comprising an automatic audio analyzer for analyzing the audio stream to produce text strings.

73. (New) The apparatus of claim 71 wherein the associative mapping comprises a multi-channel associative mapping.

74. (New) The apparatus of claim 70 further comprising a multi-channel associative cache for storing the associative mapping.

75. (New) The apparatus of claim 70 further comprising a log of locations of stored frames of the at least one stimulus stream and wherein the correlator further correlates the stored frames with the time slices of the at least one stimulus stream so that the associative mapping correlates stimuli, responses and stored frames.